ABSTRACT

A system and method is described for providing an interactive rich media information service to users of mobile devices. The rich media information is presented to users in a plurality of interactive rich media channels. A subscriber-specific data stream is received at the mobile device containing channel data for each of the rich media channel that the user has subscribed to. The channel data is separated and stored corresponding to each such subscribed-to channel. An interactive multimedia runtime container (iMRC). is executed on the mobile device for each subscribed-to channel. The rich media channels are played on the iMRC and displayed on the display of the mobile device. Using the user interface elements of the mobile device, the user may navigate through the information on the channels, navigate between different channels, subscribe or un-subscribe to channels, and enter user preferences for further tailoring the information presented in the subscribed-to channels.